Electrical West

Published by McGraw-Hill Company of California

San Francisco

Index to Volume LXX

Illustrated articles are designated by an asterisk (*), editorials by a dagger (†).

PAGES BY ISSUES

January 1-40
February 41-80
March 81-116
April 117-148
May 149-180
June 181-269

A

Accident Prevention:
Campaign—To Reduce Kite Flying Hazards, *10.

Advertising:
Advertising and Its Immediate Job, by Al C. Joy, 203.
Home Town Advertising That Reaches Home, *154.
Utility Advertising, 231.

Air Conditioning:
Air Conditioning Costs Analyzed, by G. E. Zelhart, *119.
Air Conditioning Meet Opens Feb. 9, 71.
Air Conditioning Meet Well Attended, *108.
Commercial and Industrial Air Conditioning, 239.
Consolidated Air Conditioning Chart, by S. R. Dows, *99.
House Model Sells Air Conditioning, 100.*
Western Conference on Air Conditioning, 32.

Alameda Municipal Department of Electricity:
B. Ray Fritz Out as Chief of Alameda System, 170.

Arizona:
Arbitrary Rate Cuts Held Illegal, 220.
Nogales Seeks Municipal Plant as Fight Ends, 30.
Rate Investigations Begin in Arizona, 170.

Aviation:
Controlling Cost by Thoughtful Planning, by Ladner V. Ross, *130.
Traffic Signals for Airplanes, *96.

B

Boeing Airplane Co.:
Anodic Process Prevents Corrosion, by Robert Johnson, *158.

Books, New:
Standard Handbook for Electrical Engineers, 87.

British Columbia Electric Railway Co., Ltd.
B. C. Electric Gives Away Water Heaters, *140.
1933 Sales Plan, 58.

C

Cable:
Soil-Heating Cable Applied to Pipes, 121.

California:
Bigger Taxes, Lower Rates for Utilities Asked, 69.
California Assembly Bill Would Slash Utility Rates by 20 Per Cent, 169.
California Commission Asks New Financing, 30.
California: (Continued)
Electric Utility Tax Boosted to 9 Per Cent by California Legislators, 219.
Executive Salaries Aired, 139.

California Committee on the Relation of Junior Cookery Council Formed in Los Angeles, 77.
Range Council Launches Another Contest, 178.
Salesmen Turn Cook for Luncheons, *169.

Electricity to Agriculture:
California C.R.E.A. 1933 Plans Approved, 32.

California Oregon Power Co., The:
Employees Make Record in Sales Campaign, 101.
1933 Sales Plans, 58.

Central Arizona Light & Power Co.:
1933 Sales Plans, 65.

Coast Counties Gas & Electric Co.:
1933 Sales Plans, 62.

Colorado:
Bock is Back . . . Or Is He?, 220.
Federal Judge Denies City Right to Build Plant, 30.

Colorado River:
Colorado River Aqueduct 1933's Outstanding Electrical Project, *52.
Supervisory System Controls Pump House, *94.
Work Begun on Colorado River Aqueduct, 30.

"Competition"—What Sins Are Committed in Thy Name, by D. E. Harris, *191.

Contractors: (See also Electrical Contractors' Assn. of Northern California and Electrical Contractors & Dealers Assn. of Southern California.)
Contractors' License Law Repeal Appears Lost, 176.
How Contractor-Dealers Sell Special Services, *165.
Our 14 Points for Durable Industry Cooperation, by Lloyd Flatland, *201.
Trade Practice Rules Should Be Put to Work, †166.

Convention in Print, The:
A Cycle of Misunderstanding, by W. F. Raber, *189.
Advertising and Its Immediate Job, by Al C. Joy, 203.
A Formula for Employee Morale, by Addison B. Day, *187.
Agency Relationship—a Suggested Development, by A. G. Mott, *196.
Appliances, 206.
A Problem of Education, by H. L. Masser, *188.
Are Rigid Rates Unsound?, by E. K. Murray, *194.
Bring the Head Office Nearer the Small Town, by J. B. Wilson, *190.
Budget Supervision Needed, by C. M. Thomas, 195.
Commercial Round Table, 205.
Competitive Power, 208.
"Competition"—What Sins Are Committed in Thy Name, by D. E. Harris, *191.
Dealer Relations, 205.
Engineering Round Table, 212.
For Price—But What a Price, by W. R. Marshall, *192.
Immediate Problem is Load Building, by P. M. Downing, *187.
Industry More Important Than Its Critics, by W. C. Mullendore, *189.
Inspectors—Traffic Officers of the Industry, by F. D. Weber, *200.
Keep Faithfully at Our Job,, by A. Emory Wishon, *190.
Lighting, 210.
Our 14 Points for Durable Industry Cooperation, by Lloyd Flatland, *201.
Our Goods Never Were Over-Priced, by G. C. Ward, *189.
Our 1933 Sales Job, by O. B. Coldwell, *186.
Our Women Carry On, by Jeannette I. Rees, 204.
Present the Facts to the People, by A. B. West, *190.
Public Opinion—The Greatest Problem, by Harry J. Bauer, *186.
Reading the Meters, by Fred B. Lewis, *188.
Stay With It and Fight For It, by J. E. E. Royer, *184.
Tax-Exempt Yardstick Is Not 36 Inches Long, by Frank T. Post, *189.
The Responsibility of Management, by Frank McLaughlin, *198.
The Stockholder—Forgotten Man, by A. F. Hockenbeamer, *187.
The Time Has Come for Action, by R. E. Fisher, *182.
Time to be Militant, by L. T. Merwin, *188.
Wiring, 211.

Corrosion, Anodic Process Prevents, by Robert Johnson, *158.

Crater Lake National Park:
Buried System Preserves Beauty of Famous Resort, *8.

Curing Concrete With Automatic Control, *96.

E

Easy Washing Machine Corp.:
First Washer Prices Raised by Easy, 77.

Electragists: (See also National Electrical Contractors' Assn.)
Electragists Adopt New Program, 35.

Edison Electric Institute:
Edison Electric Institute Supersedes N.E.L.A., 68.
Some Questions for the Institute, †102.

Electric Appliances: (miscellaneous.)
Appliances, 206.
Department Store Takes on Specialty Appliances, *98.
Home Appliance (committee report), 262.

Electric Heating:
Building Load by Selling Industrial Heating, 257.
Electric Sweating Cuts Orange Curing Costs, by W. R. Chawner, *126.
Quick Starting Without High Octane, *161.

Electric Ironers:
Proof for the Prospect, *100.

Electric Lamps:
It Is Time to Battle, †2.
More Proof for Mazda, *106.
Permanent Test Lamp, *163.

Electric Ranges:
Civic Center Has Electric Kitchen, *101.
Commercial Cooking, 255.
Cookery Council Offers Two Additional Prizes, 37.

TK1
.E495

INDEX

Electric Ranges: (Continued)
Electric Range (committee report), 258.
Hotpoint, G. E. Split Range Lines, 77.
Hotpoint Stages "On to Chicago" Contest, 77.

Electric Refrigeration:
Exhibit Refrigerators and Ranges in Theater, 226.
Refrigeration Bureau Has Cooperation Contest, 114.
Refrigeration From Wasted Cooling, *157.
Western "Legion of Honor" Winners Named, *226.

Electric Water Heaters:
B. C. Electric Gives Away Water Heaters, *140.
Water Heating (committee report), 260.

Electric Wiring:
Building Owners Liable for Defective Wiring, 223.
Methods of Preventing Current Theft, 238.
New Wiring Methods and Materials and Their Relation to Installation Costs, 237.
Suggested Tables and Data for Use in Designing a Wiring Plan and Lighting Installation, 251.

Electrical Contractors & Dealers Assn. of Southern California:
So. California Contractors Also Reduce Dues, 112.

Electrical Contractors' Assn. of Northern California:
Contractors' Association Program in Full, 75.
Contractors Plan to Stifle Bid Peddling, 113.
Industry Members Discuss Fourteen-Point Program, 112.

Electrical Wholesalers' Assn. of Puget Sound:
Seattle Wholesalers Limit Free Delivery, 114.

Erskine Electric Works:
Using Electrification Makes Selling It Easier, by George Erskine, *92.

F

Farm, Electricity on the:
Electric Soil Heating Cable and Its Use in the Northwest, 266.
Load Building Possibilities of the Latent Steam Boiler for Use on Dairy Farms, 268.
New Apple Washer Developed in Washington, 72.
Pump Testing as Load Insurance, *18.
Rural Service Handbook, 267.
Smudging Without Smoke, *15.

Finance:
Few Bond Maturities in Western States, 70.

Floodlighting:
Controlling Cost by Thoughtful Planning, by Ladner V. Ross, *130.

Free Engineering Proves a Boomerang, †102.

Frigidaire Corp.:
Frigidaire Returns to 1-Year Guarantee, 78.
Frigidaire Springs New Everything, 146.

G

General Electric Co.:
Electric Kitchen Goes Hollywood in 1933, *115.
General Electric Forms Own Finance Company, 37.
G. E. Wins First Suit Against Lamp Importers, 69.
Take the Product to the Prospect, *17.

Graybar Electric Co., Inc.:
Graybar Offices Hold Sales Conferences, 77.

H

Hoover Dam: (See Boulder Dam, also Colorado River.)
Hoover Dam Progress Speeds Equipment Awards, *50.

Hydro-Electric Development:
Review of New Plants Shows Continued Growth, 46.

I

Idaho:
Coeur d'Alene Power Case Given Rehearing, 106.
Idaho Cities Will Appeal Adverse Power Ruling, 69.
Idaho Communists Ask Free Electric Service, 107.
Kw.-hr. Tax May Be Upped, 106.

Idaho Power Co.:
1933 Sales Plans, 61.

International Assn. of Electrical Inspectors:
Inspectors—Traffic Officers of the Industry, by F. D. Weber, *200.
Propose Registration of Inspectors, 35.

L

Lamps: (See Electric Lamps)

Letters to the Editor:
Dropped Ballast, 19.
Sales Barriers, by D. S. McMillan, 123.
Sales Hypocricy, by W. E. Cranston, Jr., 19.

Lighting: (See also Flood Lighting, Stadium Lighting and Street Lighting.)
Applied Sense in School Design, *90.
Commercial and Industrial Lighting, 246.
Control Takes Cost Fear From Lighting, *131.
Home Lighting (committee report), 263.
Lighting May Mean a Dog's Life or Death, *71.

Suggested Tables and Data for Use in Designing a Wiring Plan and Lighting Installation, 251.

Los Angeles:
Electric Utilities Can Take It, †135.
Electric Utilities in Southern California Suffer Little Damage From Quake, *136.
Los Angeles Has Electric Appliance Exposition, 223.

Los Angeles Bureau of Power and Light:
Critics Cite Abundance of R.F.C. Loans to California, 70.
First All-Welded Penstock Completed, by Clayton M. Allen, *84.
Juniors Beat the Seniors, *147.
Los Angeles Bureau Budgets $11 Millions, 29.
1933 Sales Plans, 65
R.F.C. Loans $22,800,000 for L. A. Bureau Line, 105.

Los Angeles Can Co.:
Provides Flexibility in Switch Mounting, *13.

Los Angeles Fire Alarm Co.:
Private Alarm System Model of Efficiency, *164.

Los Angeles Gas and Electric Corp.:
Los Angeles Gas and Electric Corp. Loses Rate Appeal in Supreme Court, 218.
Los Angeles Utility Has Fiftieth Anniversary, 70.
1933 Sales Plans, 65.

M

McGraw Award Goes to Philadelphia Official, 34.

Merchandising, Power Company-Dealer:
Cooperation With Dealers, 233.
Dealer Relations, 205.
Facts Will Clarify Merchandising Delusions, †1.
Merchandising Code for Rocky Mountain Region, 220.
Northwest Dealer Relations Improve, by Berkeley Snow, 122.
Oregon Utilities Get Merchandising Order, 168.
Sales Barriers, by D. S. McMillan, 123.
Suspend Oregon Merchandising Order, 219.
Two Anti-Utility Merchandising Bills Quashed by Oregon Senate Committee, 104.

Metropolitan Water District:
Contractors Combine to Get Aqueduct Contract, *36.
Work Begun on Colorado River Aqueduct, 30.

Montana Power Co.:
1933 Sales Plans, 61.

Motor Forum:
Everything Kept Within Reach, *160.
Machinery Speeds Winding Operations, *160.
Motor Agreement Consumated, 14.
Underwater Running Advertises Rewinding, *161.
What Technology Does to Motor Repairing, 127.
Winding Facilities Well Organized, *161.

Motors and Motor Shops:
Complete Record Kept on Lefax Sheet, *128.
Disappearing Switches That Sell a Quality Job, *14.
Motorizing a Ditch Dredger, by R. E. Bear, *117.
Motor Shop Turns Manufacturer, *97.
Motors Replace Diesels, *129.
Synchronous Motors in Oil Refinery Service, *159.

Mountain States Power Co.:
1933 Sales Plans, 58.

N

National Electrical Code:
Code Changes of N.E.M.A. Interest Contractors, 141.
Code Revised for 1933, 162.

National Electrical Wholesalers Assn.:
Wholesalers Discuss Commercial Programs, 114.

Newbery Electric Corp.:
Consolidating in the 1933 Manner, *75.

Northwest Electric Light & Power Assn.:
Inclusive Program at Sales Section Meeting, 172.
Committee Reports, 229.
Northwest Engineering Section Meets April 20, 141.
Northwest Engineering Section Meets as Usual, *171.
Northwest Power Assn. to Hold Spring Conclave, 72.
Northwest Sales Section Conclave Dates Changed, 107.
Stay With It and Fight for It, by J. E. E. Rower, *184.

Northwestern Electric Co.:
1933 Sales Plans, 58.

O

Oakland:
Electric Bulk Unloader Saves Stevedoring Costs, *159.

Open Letter to the President, An, †134.

Ordinances:
Building Congress Would Amend Construction Law, 76.
Contractors' Law Critics Silenced, 113.
Unapproved Radios Ousted From San Francisco, 141.

Oregon:
Commissioner Wants Budgets Pre-Approved, 29.
Grange Power Bill Approved, 104.
May Refer Grange Bill July 21, 219.
Northwestern Gets Rate Injunction, 29.
Oregon Commissioner Eyes Salaries Paid Officials, 29.
Oregon C.R.E.A. Tries Radio School, 71.
Oregon Distributors and Utilities Form Council, 37.
Refer Oregon Power Act, 168.
Thomas Not Satisfied With Oregon Law, 168.
Thomas Utilities Bill Passes Oregon Senate, 104.
Thomas Utility Bill Passes Oregon House, 139.
Two Anti-Utility Merchandising Bills Quashed by Oregon Senate Committee, 104.
Utility Regulatory Bill Reaches Oregon Senate, 69.

P

Pacific Coast Electrical Assn.:
- Additions to P.C.E.A. Committee Lists, 32.
- Campaign—to Reduce Kite Flying Hazards, *10.
- P.C.E.A. Retained as N.E.L.A. Dissolves; Dues Reduced, Convention and Conclaves Called Off, 68.
- The Time Has Come for Action, by R. E. Fisher, *182.
- Who Adopts the Orphans?, †102.

Pacific Coast Electrical Bureau:
- $54,000 Budget Approved, 68.
- Pacific Coast Bureau Expands Activities, 220.

Pacific Gas and Electric Co.:
- Alameda Approves Power Contract With P. G. and E., 139.
- Appliance Exposition, Sales Convention and Industry Meeting Make Four Days of History, *31.
- Dollars-and-Cents Value of Courage, †167.
- Low-Cost Regulation for Rural Substations by H. T. Sutcliffe, *4.
- 1933 Sales Plans, 62.
- P.G. and E. Announces New Appliance Policy, 105.
- Self-Help Is Basis of Training Plan, by Agnes Barrell, *152.

Pacific Lighting Corp.:
- Utility Official Attacks Rate Reductions, 106.

Pacific Power & Light Co.:
- 1933 Sales Plans, 60.

Portland:
- Portland Succeeds With Reinspection, 176.

Portland General Electric Co.:
- Central Public Service Restores Stock and Control of Pepco to Oregon Investors, *28.
- Exploitation Charged by Commissioner, 28.
- Not Affected by C.P.S. Receivership, 28.
- 1933 Sales Plans, 58.
- Portland Utility Returns to Pepco Name, 139.

Predicting Runoff by Snow Surveys, *149.

Public Ownership:
- May Refer Grange Bill July 21, 219.
- Municipal Ownership Loses in Redwood City, Calif., 169.
- Municipal Ownership Pushed by Firm, 105.
- Time for the Family to Rally, †103.
- Utah City Votes to Sell Municipal Plant, 170.

Public Relations:
- Complaints Checked With Customer, by E. C. Goodale, 121.
- The Only Way Out for the Utilities, †166.

Public Service Co. of Colorado:
- She Knows How to Sell Appliances, *68.

Puget Sound Power & Light Co.:
- Mobilizing Personnel for System Trouble, *6.
- 1933 Sales Plans, 60.
- Rock Island Plant Turned Over to Puget Sound Co., 106.
- Utility Broadcasts Farm Program, 106.

R

- Flat Price Wiring Policy for P. G. & E., 101.

Rates:
- Arbitrary Rate Cuts Held Illegal, 220.
- Los Angeles Gas and Electric Corp. Loses Rate Appeal in Supreme Court, 218.
- Washington Moratorium on Irrigation Power Charges, 218.

Red Seal:
- Composer Builds Real Red Seal Playhouse, *133.
- For Jobs Signed, Red-Sealed and Delivered, *70.
- San Joaquin Madera Office Wins Red Seal Plaque, 70.

Regulation:
- Agency Relationship — a Suggested Development, by A. G. Mott, *196.
- Are Rigid Rates Unsound?, by E. K. Murray, *194.
- Budget Supervision Needed, by C. M. Thomas, 195.
- Regulation Debased by Tactics in Oregon, †2.

Rocky Mountain Electrical Assn.:
- Good Cooperation in Christmas Campaign, 78.
- Rocky Mountain District Plans "Electrical Week", 219.
- Rocky Mountain Power Association Continues, 141.

S

San Diego Consolidated Gas & Electric Co.:
- 1933 Sales Plans, 67.

San Francisco:
- Electricity Plays Leading Role in Civic Opera Group, *20.
- Electrotrim Barred in San Francisco, 114.

San Joaquin Light & Power Corp.:
- Farmers Plan Boycott on San Joaquin Power, 138.
- Fresno Asks Valuation Survey, 138.
- 1933 Sales Plans, 64.

Seaboard Lumber Co.:
- Mill Operates on Full-Time Schedule, *12.

Seattle Light Department:
- County May Pay Light Bills, 139.
- 1933 Sales Plans, 58.
- Seattle Calls for Bids on Construction Program, 139.
- Seattle Seeks Aid for Ruby Dam Project, 170.
- Skagit Bids Called Twice and Returned Twice, 220.

Snow Surveys, Predicting Runoff by, *149.

Southern California Edison Co. Ltd.:
- Lewis and Reppy Named to Edison Directorate, 145.
- 1933 Sales Plans, 66.
- $176,845 Value Set on Tulare Power System, 29.
- Precipitation Ups Edison 1933 Hydro Output, 106.

Southern Sierras Power Co., The
- 1933 Sales Plans, 67.
- Pump Testing as Load Insurance, *18.

Star Electric Co.:
- Santa Cruz Dealers Realign, *35.

Statistics:
- A Stable Industry Despite Recessions, 44.
- Commercial Forces Dig In to Hold the Load Lines Intact, 57.
- New Lines Provide Service Reliability, 48.
- Review of New Plants Shows Continued Growth, 46.

Steam Plant Development:
- Tacoma Completes 25,000-Kw. Plant, by A. F. Darland, *81.

Street Lighting:
- Street and Highway Lighting, 253.
- Street Lighting in the Small Town, by Craig P. Eliot, 124.
- Sub-Standard Material, Whose Responsibility Is?, by Walter B. Ford, 163.

Substations:
- Low-Cost Regulation for Rural Substations, by H. T. Sutcliffe, *4.

Supervisory Control:
- Supervisory System Controls Pump House, *94.

T

Tacoma:
- Tacoma Completes 25,000-Kw. Plant, by A. F. Darland, *81.
- Tacoma System Will Spend $249,000 in 1933, 140.

Taxation:
- California Utilities Threatened With Higher Taxes or Lower Rates, 138.
- California Utility Taxes Less Than on Property, 29.
- Electric Utility Tax Boosted to 9 Per Cent by California Legislators, 219.

Taxation: (Continued)
- Federal Tax in Conference, 219.
- Interchange Power to be Taxed in Idaho, 170.
- Kw.-Hr. Tax Up in Utah, 69.
- Municipals Fight Tax, 168.
- Portland Utility Tax Killed, 69.
- Seattle Gross Revenue Tax Upheld, 220.
- Utilities Must Fight Higher Tax Burdens, †3.

Transmission and Distribution:
- Guy Tool Aids Construction Work, by E. E. Tugby, *87.
- New Lines Provide Service Reliability, 48.
- Tree-Spraying Shown as Negligible Hazard, 87.

Tulare, Calif.:
- $176,845 Value Set on Tulare Power System, 29.

U

Underfloor Duct:
- Legitimate Chiseling, by Dan Coyle, *93.

Utah, Electrical League of:
- Utah Electrical League Re-elects Officers, 71.

Utah Power & Light Co.:
- 1933 Sales Plans, 61.

V

Valley Electrical Supply Co.:
- 1933 Sales Plans, 64.

W

Wapato Project Bids Are Announced, 69.
Washington:
- Bone Power Bill Gets Washington Senate Okay, 105.
- Bone Power Bill Signed by Governor, 137.
- Seattle Gross Revenue Tax Upheld, 220.
- Washington Moratorium on Irrigation Power Charges, 218.
- Washington Utilities Hit by Drastic Eleventh-Hour Legislation, 168.

Washington Water Power Co., The:
- 1933 Sales Plans, 60.

Water Heaters: (See Electric Water Heaters.)

Welding:
- First All-Welded Penstock Completed, by Clayton M. Allen, *84.

Westinghouse Electric & Manufacturing Co.:
- Westinghouse Starts Radio Broadcasting, 115.

Wholesalers Declare for Self-Regulation, 88.

Window Displays:
- Lighting a Lamp Without Wires, *125.
- There's a Trick to Window Displays, *16.

Wiring: (See also Electric Wiring.)

Z

Zero Hour for Business, The, †134.

▼

Personal

Adams, Horace, 36; Allen, Clyde, 111; Averill, Floyd N., *144.

Barker, Guy A., *174; Bauer, Harry J., 175; Beckman, Grover C., 74.; Billica, H. J., *174; Bock, Otto, 174; Bonney, R. B., *33; Buman, James C., *224.

Cage, Albert, *33; Connolly, Frank, *74; Crawford, H. M., 145; Criddle, E. B., *73.

Day, Addison B., 73; Denton, A. Penn, 175; Downing, P. M., 74; Ducker, P. H., 111.

Frost, W. L., 174.

Griffith, Paul, 145; Groesbeck, C. E., *175.

Harper, Harry L., 34; Hartley, Victor W., *111; Henninger, G. Ross, *34; Hibbard, M. L., *73; Holterman, R. J., *110.

Jaeger, A. H., 37; Johnston, Eric A., *174.

Kelley, George E., 111; Kemp, A. N., 34.

Marshall, W. R., *224; Martin, Edward, *110; Maxwell, Robert M., 174; McBride, Allen G., 74; McKee, Paul B., *144; Meise, Edward, 110; Milliken, George W., 145; Morris, E. W., 111.

Newell, Charles S., *74; Ness, T. H., 145; Nicoll, A. H., *114; Norcross, Fred, *110, 225; Northmore, E. R., 145.

Perry, A. G., 111; Patterson, George, 111. Ramsay, Eugene P., 225; Ready, Lester S., 224.

Strong, A. E., 111.

Talbot, Guy W., *144.

Ward, George C., 224; Watson, J. S., 34; Whitney, Dr. Willis Rodney, 34; Whitsell, Leon O., 106; Williams, Leroy C., 174; Willimott, W. P., 34; Wishon, A. G., *224.

Obituary

Berry, William, *33; Blood, W. H., Jr., 111; Burgess, Benjamin, 34.

Doolittle, C. E., 225.

Geisbush, Cy, *73; Green, Ralph, 111.

Haver, Samuel, *34; Hayward, E. C., 145.

Maddox, Ben M., 225; McBride, B. G., 34; McCrea, T. P., *34; Milliken, William B., 111.

Ryan, John D., 107.

Shannon, Henry Luke, 111.

Tittle, H. S., 74.

Authors' Index

Page

A

Allen, Clayton M. First All-Welded Penstock Completed .....* 84

B

Barrell, Agnes. Self-Help is Basis of Training Plan *152

Bauer, Harry J. Public Opinion—The Greatest Problem.....*186

Bear, R. E. Motorizing a Ditch Dredger *117

C

Chawner, W. R. Electric Sweating Cuts Orange Curing Costs.....*126

Coldwell, O. B. Our 1933 Sales Job..*186

Coyle, Dan. Legitimate Chiseling...* 93

D

Darland, A. F. Tacoma Completes 25,000-Kw. Plant.....* 81

Day, Addison B. A Formula for Employee Morale.....*187

Downing, P. M. Immediate Problem is Load Building.....*187

Dows, S. R. Consolidated Air Conditioning Chart.....* 99

E

Eliot, Craig P. Street Lighting in the Small Town..... 124

Erskine, George. Using Electrification Makes Selling It Easier.....* 92

F

Fisher, R. E. The Time Has Come for Action.....*182

Page

Flatland, Lloyd. Our 14 Points for Durable Industry Cooperation.....*201

Ford, Walter B. Whose Responsibility is Sub-Standard Material?..... 163

G

Goodale, E. C. Complaints Checked With Customer..... 121

H

Harris, D. E. Competition — What Sins Are Committed in Thy Name.*191

Hockenbeamer, A. F. The Stockholder—Forgotten Man *187

J

Johnson, Robert. Anodic Process Prevents Corrosion.....*158

Joy, Al C. Advertising and Its Immediate Job 203

L

Lewis, Fred B. Reading the Meters.*188

M

Marshall, W. R. For Price—But What a Price.....*192

Masser, H. L. A Problem of Education *188

McLaughlin, Frank. The Responsibility of Management.....*198

Merwin, L. T. Time to be Militant..*188

Mott, A. F. Agency Relationship—a Suggested Development.....*196

Mullendore, W. C. Industry More Important Than Its Critics.....*189

Murray, E. K. Are Rigid Rates Unsound? *194

Page

P

Post, Frank T. Tax-Exempt Yardstick is Not 36 Inches Long.....*189

R

Raber, W. F. A Cycle of Misunderstanding *189

Rees, Jeannette I. Our Women Carry On 204

Ross, Ladner V. Controlling Cost by Thoughtful Planning.....*130

Royer, J. E. E. Stay With It and Fight for It.....*184

S

Snow, Berkeley. Northwest Dealer Relations Improve 122

Sutcliffe, H. T. Low-Cost Regulation for Rural Substations.....* 4

T

Thomas, C. M. Budget Supervision Needed 195

W

Ward, George C. Our Goods Never Were Over-Priced *189

Weber, F. D. Inspectors—Traffic Officers of the Industry.....*200

West, A. B. Present the Facts to the People *190

Wilson, J. B. Bring the Head Office Nearer the Small Town.....*190

Wishon, A. Emory. Brother, Can You Share a Job?.....* 89

Wishon, A. Emory. Keep Faithfully at Our Job.....*190